

ABSTRAK**PENGARUH EXPERIENTIAL MARKETING TERHADAP NIAT
BERKUNJUNG KEMBALI PENGUNJUNG PANTAI SADRANAN
GUNUNG KIDUL**

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2015

Penelitian ini bertujuan untuk mengetahui dimensi (1) bagaimana Experiential Marketing ke Pantai Sadranan Gunung Kidul (2) apakah dimensi-dimensi Experiential Marketing berpengaruh terhadap niat berkunjung kembali Pantai Sadranan Gunung Kidul. Penelitian ini dilaksanakan pada bulan April – Mei 2015. Pengumpulan data dilakukan dengan dua tahap, tahap yang pertama dilakukan dengan cara wawancara dengan pemilik salah satu pemberi jasa snorkeling dan pemilik penginapan di sekitar Pantai Sadranan. Tahap yang kedua dengan cara memberikan kuesioner kepada responden dengan mengambil sampel sejumlah 100 responden dan menggunakan metode insidental sampling. Teknik analisis data yang digunakan adalah Analisis deskriptif, uji asumsi klasik, uji F, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa (1) dimensi yang dipertahankan dimensi rasa, dimensi berhubungan dan dimensi perasaan, dimensi yang perlu diperbaiki dimensi berpikir dan dimensi sikap. (2) Experiential Marketing memiliki pengaruh terhadap niat berkunjung kembali pengunjung Pantai Sadranan Gunung Kidul

ABSTRACT**THE INFLUENCE OF EXPERIENTIAL MARKETING TOWARD THE RE-VISIT INTENTION TO VISIT SADRANAN BEACH GUNUNG KIDUL**

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This research was aimed to identify (1) the dimension of experiential marketing at Sadranan Beach Gunung Kidul; (2) whether or not the dimensions experiential marketing influence the intention to re-visit. The research was done from April to May 2015. The data was collected by two steps, the first one was done by interviewing one of the snorkeling service owners and the one of the resort owners around Sadranan Beach. The second step was done by distributing questionnaire to 100 respondents and using incidental sampling. The data analysis technique used in the research was descriptive analysis, classic assumption test, F test, T test, and determination coefficient. The result of this research showed that (1) the dimension which should be maintained were the sense dimension, relation dimension, and feeling dimension. On the other hand, the dimension which should be improved were the think and act dimension, (2) the dimensions of experiential marketing influence the intention to re-visit Sadranan Beach Gunung Kidul simultaneousl.

